CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

Contract / Revision	Alt Order #
484799 /	06226588

Product
DEAN HELLER 4 SENATE

Contract Dates	Estimate #
09/19/12 - 09/25/12	

Advertiser	Original Date / Revision
Dean Heller For Senate	07/10/12 / 09/18/12

And:

Strategic Media Services
3299 K Street NW, Suite 200
Washington, DC 20007
USA

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
KVVU	Teresa Difuria	TELEREP-PHIL

Special Handling

Demographic
Adults 35+

IDB#	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KVVU	09/19/12	09/21/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	3	$750.00
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays --WTF--	Spots/Week 3		Rate $250.00					
N 2	KVVU	09/24/12	09/25/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	2	$500.00
Week:		Start Date 09/24/12	End Date 09/30/12	Weekdays MT-----	Spots/Week 2		Rate $250.00					
N 3	KVVU	09/19/12	09/21/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	3	$1,350.00
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays --WTF--	Spots/Week 3		Rate $450.00					
N 4	KVVU	09/24/12	09/25/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	$900.00
Week:		Start Date 09/24/12	End Date 09/30/12	Weekdays MT-----	Spots/Week 2		Rate $450.00					
N 5	KVVU	09/19/12	09/21/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	3	$1,275.00
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays --WTF--	Spots/Week 3		Rate $425.00					
N 6	KVVU	09/24/12	09/25/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	2	$850.00
Week:		Start Date 09/24/12	End Date 09/30/12	Weekdays MT-----	Spots/Week 2		Rate $425.00					
N 7	KVVU	09/19/12	09/21/12	More M-F 9-10a	M-F 9a-10a		:30			NM	3	$450.00
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays --WTF--	Spots/Week 3		Rate $150.00					
N 8	KVVU	09/24/12	09/25/12	More M-F 9-10a	M-F 9a-10a		:30			NM	2	$300.00
Week:		Start Date 09/24/12	End Date 09/30/12	Weekdays MT-----	Spots/Week 2		Rate $150.00					
N 9	KVVU	09/19/12	09/21/12	The Dr.Oz Show	M-F 10a-11a		:30			NM	3	$375.00
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays --WTF--	Spots/Week 3		Rate $125.00					
N 10	KVVU	09/24/12	09/25/12	The Dr.Oz Show	M-F 10a-11a		:30			NM	2	$250.00
Week:		Start Date 09/24/12	End Date 09/30/12	Weekdays MT-----	Spots/Week 2		Rate $125.00					
N 11	KVVU	09/19/12	09/21/12	Divorce Court/Divorce Court	M-F 12-1p		:30			NM	3	$300.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					

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09/19/12 - 09/25/12	DEAN HELLER 4 SENA	

Advertiser	Original Date / Revision
Dean Heller For Senate	07/10/12 / 09/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays --WTF--	Spots/Week 3	Rate $100.00						
N 12	KVVU	09/24/12	09/25/12	Divorce Court/Divorce Court	M-F 12-1p		:30			NM	2	$200.00
Week:		Start Date 09/24/12	End Date 09/30/12	Weekdays MT-----	Spots/Week 2	Rate $100.00						
N 13	KVVU	09/19/12	09/21/12	Cops/Dog The Bounty Hunter	1-2pm		:30			NM	3	$300.00
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays --WTF--	Spots/Week 3	Rate $100.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
3	KVVU	09/17/12-09/23/12		Cops/Dog The Bounty Hunter	1-2pm	---WThF----	:30		~~$100.00~~	NM		
See MG 13.4												
4	KVVU	09/19/12-09/19/12		Cops/Dog The Bounty Hunter	1-2pm	---W-------	:30		$100.00	NM		
Ⓜ MG for 13.3 09/19												
N 14	KVVU	09/24/12	09/25/12	Cops/Dog The Bounty Hunter	1-2pm		:30			NM	2	$200.00
Week:		Start Date 09/24/12	End Date 09/30/12	Weekdays MT-----	Spots/Week 2	Rate $100.00						
N 15	KVVU	09/19/12	09/21/12	Katie	2-3p		:30			NM	3	$450.00
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays --WTF--	Spots/Week 3	Rate $150.00						
N 16	KVVU	09/24/12	09/25/12	Katie	2-3p		:30			NM	2	$300.00
Week:		Start Date 09/24/12	End Date 09/30/12	Weekdays MT-----	Spots/Week 2	Rate $150.00						
N 17	KVVU	09/19/12	09/21/12	Anderson	3-4p		:30			NM	3	$525.00
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays --WTF--	Spots/Week 3	Rate $175.00						
N 18	KVVU	09/24/12	09/25/12	Anderson	3-4p		:30			NM	2	$350.00
Week:		Start Date 09/24/12	End Date 09/30/12	Weekdays MT-----	Spots/Week 2	Rate $175.00						
N 19	KVVU	09/19/12	09/21/12	The Dr.Oz Show	4-5p		:30			NM	3	$525.00
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays --WTF--	Spots/Week 3	Rate $175.00						
N 20	KVVU	09/24/12	09/25/12	The Dr.Oz Show	4-5p		:30			NM	2	$350.00
Week:		Start Date 09/24/12	End Date 09/30/12	Weekdays MT-----	Spots/Week 2	Rate $175.00						
N 21	KVVU	09/19/12	09/21/12	Fox 5 News at 5	5-530p		:30			NM	3	$825.00
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays --WTF--	Spots/Week 3	Rate $275.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
1	KVVU	09/17/12-09/23/12		Fox 5 News at 5	5-530p	---WThF----	:30		~~$275.00~~	NM		
See MG 21.4												
2	KVVU	09/17/12-09/23/12		Fox 5 News at 5	5-530p	---WThF----	:30		~~$275.00~~	NM		
See MG 21.5,21.6												
3	KVVU	09/17/12-09/23/12		Fox 5 News at 5	5-530p	---WThF----	:30		~~$275.00~~	NM		
See MG 21.5,21.6												
4	KVVU	09/21/12-09/21/12		Fox 5 News at 6pm	M-F 6-630pm	------F----	:30		$275.00	NM		
Ⓜ MG for 21.1 09/19												
5	KVVU	09/20/12-09/21/12		Fox 5 News at 5 MF 530-6p	M-F 530-6p	----ThF----	:30		$275.00	NM		
Ⓜ MG for 21.2,21.3												
6	KVVU	09/20/12-09/21/12		Fox 5 News at 5 MF 530-6p	M-F 530-6p	----ThF----	:30		$275.00	NM		
Ⓜ MG for 21.2,21.3												
N 22	KVVU	09/24/12	09/25/12	Fox 5 News at 5	5-530p		:30			NM	2	$550.00

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Dean Heller For Senate	07/10/12 / 09/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week:		Start Date 09/24/12	End Date 09/30/12	Weekdays MT-----	Spots/Week 2	Rate $275.00						
N 23	KVVU	09/19/12	09/21/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	3	$825.00
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays --WTF--	Spots/Week 3	Rate $275.00						
N 24	KVVU	09/24/12	09/25/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	2	$550.00
Week:		Start Date 09/24/12	End Date 09/30/12	Weekdays MT-----	Spots/Week 2	Rate $275.00						
N 25	KVVU	09/19/12	09/21/12	MORE Access	630-7pm		:30			NM	2	$400.00
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays --WTF--	Spots/Week 3	Rate $200.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
2	*KVVU*	*09/17/12-09/23/12*		*MORE Access*	*630-7pm*	---WThF----	*:30*		*~~$200.00~~*	*NM*		
See MG 25.4												
3	*KVVU*	*09/17/12-09/23/12*		*MORE Access*	*630-7pm*	---WThF----	*:30*		*~~$200.00~~*	*NM*		
See MG 27.4												
4	KVVU	09/20/12-09/20/12		Fox 5 News at 6pm	M-F 6-630pm	----Th-----	:30		$200.00	NM		
Ⓜ	MG for 25.2 09/20											
N 26	KVVU	09/24/12	09/25/12	MORE Access	630-7pm		:30			NM	2	$400.00
Week:		Start Date 09/24/12	End Date 09/30/12	Weekdays MT-----	Spots/Week 2	Rate $200.00						
N 27	KVVU	09/19/12	09/21/12	Extra	M-F 7-730p		:30			NM	2	$1,100.00
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays --WTF--	Spots/Week 3	Rate $300.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
2	*KVVU*	*09/17/12-09/23/12*		*Extra*	*M-F 7-730p*	---WThF----	*:30*		*~~$300.00~~*	*NM*		
See MG 27.4												
3	*KVVU*	*09/17/12-09/23/12*		*Extra*	*M-F 7-730p*	---WThF----	*:30*		*~~$300.00~~*	*NM*		
See MG 27.4												
4	KVVU	09/22/12-09/22/12		Star Wars/The Closer	M-Sa 8-10p/Su 7-1-------Sa--		:30		$800.00	NM		
Ⓜ	MG for 25.3,27.2,27.3											
N 28	KVVU	09/24/12	09/25/12	Extra	M-F 7-730p		:30			NM	2	$600.00
Week:		Start Date 09/24/12	End Date 09/30/12	Weekdays MT-----	Spots/Week 2	Rate $300.00						
N 29	KVVU	09/19/12	09/21/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	3	$2,475.00
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays --WTF--	Spots/Week 3	Rate $825.00						
N 30	KVVU	09/24/12	09/25/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	$1,650.00
Week:		Start Date 09/24/12	End Date 09/30/12	Weekdays MT-----	Spots/Week 2	Rate $825.00						
N 31	KVVU	09/20/12	09/20/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	1	$475.00
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays ---1---	Spots/Week 1	Rate $475.00						
N 32	KVVU	09/22/12	09/22/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	1	$500.00
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays -----1-	Spots/Week 1	Rate $500.00						
N 33	KVVU	09/23/12	09/23/12	Fox News Sunday 8-9a	8-9a		:30			NM	1	$325.00
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays ------1	Spots/Week 1	Rate $325.00						
N 34	KVVU	09/23/12	09/23/12	NFL Early Game	NFL Early Game		:30			NM	1	$5,150.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays ------1	Spots/Week 1	Rate $5,150.00						
N 35	KVVU	09/23/12	09/23/12	NFL Late Game	NFL Late Game		:30			NM	5	$11,000.00
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays ------2	Spots/Week 2	Rate $5,500.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
1	KVVU	09/17/12-09/23/12		NFL Late Game	NFL Late Game	---------Su	:30		~~$5,500.00~~	NM		
	See MG 35.3											
2	KVVU	09/17/12-09/23/12		NFL Late Game	NFL Late Game	---------Su	:30		~~$5,500.00~~	NM		
	See MG 35.4,35.5,35.6,35.7											
3	KVVU	09/17/12-09/23/12		NFL Early Game	NFL Early Game	----ThFSaSu	:30		$5,500.00	NM		
Ⓜ	MG for 35.1 09/23											
4	KVVU	09/23/12-09/23/12		NFL Pre-Game Show	NFL Sa-Su 8a-6p	---------Su	:30		$1,650.00	NM		
Ⓜ	MG for 35.2 09/23											
5	KVVU	09/23/12-09/23/12		NFL Pre-Game Show	NFL Sa-Su 8a-6p	---------Su	:30		$1,650.00	NM		
Ⓜ	MG for 35.2 09/23											
6	KVVU	09/22/12-09/22/12		Big 12 Football	Big 12 Football	-------Sa--	:30		~~$1,100.00~~	NM		
Ⓜ	See MG 35.8,35.9											
7	KVVU	09/22/12-09/22/12		Big 12 Football	Big 12 Football	-------Sa--	:30		~~$1,100.00~~	NM		
Ⓜ	See MG 35.8,35.9											
8	KVVU	09/22/12-09/22/12		NCAA Football Late Game	NCAA Football Lat	-------Sa--	:30		$1,100.00	NM		
Ⓜ	MG for 35.7,35.6											
9	KVVU	09/22/12-09/22/12		NCAA Football Late Game	NCAA Football Lat	-------Sa--	:30		$1,100.00	NM		
Ⓜ	MG for 35.7,35.6											
D 36	KVVU	09/23/12	09/23/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	0	$0.00
D 37	KVVU	09/23/12	09/23/12	Sports Plus Su 1045p	1045p-11p		:30			NM	0	$0.00
									Totals		82	$37,325.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/25/12	82	$37,325.00	$31,726.25
Totals	82	$37,325.00	$31,726.25

Signature: _____ **Date:** _____

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REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP SEP19/12 10.22

REP HEADLINE# 6226588 TRF# 484799 **CHANGES** *** KVVU-TV ***
$$$ MOD# 4: UNAPPROVED REV #1 $$$

ADV #_____ ADV. NAME POLI/D HELLER/R/SEN/NV REP.#_____ OFF.# 762 SALESMAN #_____

AGY # 1751 AGY. NAME STRATEGIC MEDIA SERVICES BUYER NAME NEIL WILLIAMS

3299 K. STREET NW, SUITE 200 SALES PRSN PH- TERESA DIFURIA

WASHINGTON, DC 20007

ORDER #_____ CONTRACT # 6226588 CLASS: NATL. LOCAL REGIONAL

PRDCT DEAN HELLER 4 SENATE EST#____ COMMENTS: (LINE, ORDER, INVOICE) _____

FLIGHT DATES SEP19/12 SEP25/12 WK-1

CITY TAX_____ STATE TAX_____ CO-OP BILLING NEEDED_____ DATE SEP19/12 10.22

REP: TO ROSE
FR NIKKI
OK'D M8 SEE LINE 47
TOTAL SAME
PLS CNF THANKS

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP LINE#	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
25		S	600P-700P	30		$200.00	9/19	9/21	1		W-F	1
	PROGRAM : MORE CON COM1: MAX 1X DAY											
47		A	800P-1000P	30		$800.00	9/22	9/22	1		SAT	1
	PROGRAM : STAR WARS/THE CLOSER ORD COM1: SPOTS N/A. MG STAR WARS THE CLONE WARS/THE CLOSER. PRE-BOOKED PLS ORD COM2: APPROVE. THIS IS A MAKE-GOOD FOR SEP21 ON LINE-25 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR SEP19 ON LINE-27 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR SEP20 ON LINE-27 FOR 1 SPOT/WK											

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
REP HEADLINE# 6226588 TRF# 484799 ORDER WORKSHEET HARRIS REPORT FROM REP SEP19/12 10.22
$$$ MOD# 4: UNAPPROVED REV #1 $$$ **CHANGES** *** KVVU-TV ***

LINE#	REP LINE#	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
27		S	700P-730P	30		$300.00	9/19	9/21	1		W-F	1

PROGRAM : EXTRA
CON COM1: MAX 1X DAY
STATION MAKEGOOD OFFERS:

M8 OK'D	BUY#25	MISSED:	W-F/600P-700P	SEP21	30S	$200.00	(SEP18/12)
	BUY#27		W-F/700P-730P	SEP19 SEP20	30S	$300.00	
		OFFER:	SAT/800P-1000P	SEP22	30S	$800.00	PLS ADVISE.

CMT:SPOTS N/A. MG STAR WARS THE CLONE WARS/THE CLOSER. PRE-BOOKED PLS
CMT:APPROVE.

SEP/12 37325.00

CONTRACT TOTAL 37325.00
TOTAL SPOTS 82

MARKET TOTALS $192,500 KVVU 20% KSNV 28% KLAS 26% KTNV 18% KVMY 5% KVCW 3% CABL 0%
KTUD 0%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE